The Lions' Pride

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Do brands profit from Super Bowl?

By Tara McLoughlin
Editor in Chief

Popular brands, such as Budweiser and Fiat, pay top dollar for 30 seconds of Super Bowl exposure.

According to Long Island Newsday, 3.8 million dollars was spent on the Super Bowl commercials presented on Feb 3.

Advertisers such as Anheuser-Busch, Budweiser, AXE, Best Buy, Cars.com, Century 21, Coca-Cola, Doritos, Fiat, Ford/Lincoln, GoDaddy.com, Hyundai, Kia, Kraft's Mio, Mars, Mercedes-Benz, Milk Processor Education Program, Paramount, PepsiCo, Skechers, SodaStream, Taco bell, Tide (Proctor & Gamble), Toyota, Volkswagon, and Wonderful Pistachios were all featured in between game time. When looking at the list of brands, one must wonder why they would invest so much money on one or two commercials. But these top brands are just a few of the many brands looking for slots.

Every year there is a number of first time advertisers looking to build national brand awareness. The Super Bowl is known to be one of the most watched television programs of all time, with an average of 111.3 million viewers tuning in. So, one can see why it is so important to get an advertising slot. If you factor in the amount of viewers watching the game, it is worth it. The brands are able to target a very large audience in a small amount of time. And after the Super Bowl, there is always a buzz surrounding the brands, whether it is positive or negative.

These brands know that if their commercial is a hit it will be talked about. They also know that their brand will continue to get brand exposure through social media sites such as YouTube. When researching a few of the videos I found that there was a significant amount of views on them. The 'Gangnam Style' Pistachios ad, which was uploaded by Wonderful Pistachios, was viewed by 1,663,262 people, the Budweiser: Clydesdale "Brotherhood" video, uploaded by Budweiser, was viewed by 8, 418, 719 people. But the question is, are the Super Bowl commercials worth their hefty price tag?

According to an article in Yahoo Finance, titled "Are Super Bowl Ads worth the cost", super Bowl commercials can have an impact on a brand's sales. The site explains that the online brokerage firm, E-trade, saw a 32 percent increase in new brokerage accounts the week after the 2008 Super Bowl advertisement was released. Despite this, the article does state that brands take a big risk by putting so much money into one advertisement campaign. This is because not all brands are guaranteed positive results. There is always the possibility that the commercial could hurt the brand.

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Opinion

Who is the rescuer?

By Daniel Kofi
Contributing Writer

The Saint Leo University Center for Catholic-Jewish Studies started off their lecture series on Jan. 29 with "The Motivations of Rescuers during the Holocaust." Renowned Holocaust survivor advocate Dr. Eva Fogelman was the keynote speaker at the event.

Such a global subject raises moral concerns, and is a critical question about our co-existence as a human family sharing the same planet.

The topic also brings up theoretical questions of who values more than the other, and which opinion supersedes the others. However, the theoretical dialogue serves to return the discussion to the primary issues of the fundamental basis of morality, conscience education and pragmatic reforms.

When Dr. Fogelman spoke on the theme: "The Motivations of Rescuers during the Holocaust," it became evidently clear that the "moral dilemma," was itself, in need of rescue effort. As rescuers considered rescuing victims of the disaster, their own safety was left without compromise. Intelligence gathering made it uneasy for one to determine who was the real victim in need of rescue. Failure to analyze this critical scenario spelt the doom of many good Samaritans in the rescue mission as their lives were jeopardized in the hands of the Nazi predators and their cohorts. In a nutshell, the rescued were a threat to the rescuer. However, does this answer the moral question by any consideration?

The rescue strategy took various courses. Firstly on relational base, the relatives, friends and loved ones of the Jewish community made every frantic effort to get their fellow beings out of the danger. The other group of rescuers was the ideological network rescuers, which encompassed the youth, basically high school students, college, and graduate students. Detached professionals such as social workers, teachers, lawyers and a host of others came aboard the family line to get their families and love ones rescued. The most pathetic of all, was the child rescuers. It was a mission but of course it was a missing factor in our pluralistic analysis and appreciation of the circumstance.

The Holocaust is one of the most severe human rights tragedies in our global history, and great consequences resulted in the aftermath.

As we take solemn moments to ponder on this development, various questions have cropped up over the period as to what role America did play during these crucial moments? Dr. Fogelman recalled that the Jewish society in America was fragmented. American foreign policy at the time, concentrated on the World War II just to be able to break the German hegemony, and destroy Nazism entirely. This was to the detriment of the freedoms and rights of the people and against our global agenda of peace building and sustenance of democratic tenets. In Italy however, it is recorded that about 85% of the Jewish population was rescued. There was not much resistance in the rescue operations in Poland, and Bulgaria as compared to the level of opposition and devastation encountered in Germany. That was how much national characteristic demonstrated during the Holocaust.

The Holocaust of Nazi Germany was unfortunately not the only such incidence in our global history. Comparatively, in Rwanda the genocide that occurred demonstrates an unthinkable human behavior. "Between April and June 1994, an estimated 800,000 Rwandans were killed in the space of 100 days. Most of the dead were Tutsis - and most of those who perpetrated the violence were Hutus," a BBC internet base report shows.

As Dr. Fogelman diverted attention to the racial "holocaust" which occurred in Rwanda in 1994, we are quick to conclude that we are all potential rescuers and victims to be rescued, if a clear cut line of dichotomy is not drawn between the intolerable shames of our society, and the values of such a society. Our collective resolve lies in appreciation of our commonalities, and celebration of our differences.

Furthermore, the lecture raised the very important question of the moral upbringing of the younger generation. By doing so, the social commitment, educational values, independence of mind, and respect for humanity are assessed with regards, where they fit into the very essence of the core of our moral fabric.

Teaching our younger generations the core values of self- respect, and respect for one another, to be independent and to instill in our children, a sense of confidence are key socio-psycho dimensions of the lasting solutions that we must carve and preserve for our safety and survival on this globe. The personality trait remains another paramount area, worthy of consideration in the purview of our socio-cultural and ethnocentric diversities. It is remarkable to mention that, in the holocaust, neither the status quo, nor the perceptive evaluation of our origins could determine who could be rescued or the rescuer.

As Dr. Fogelman discussed the roles that various groups of people played in the rescue mission, she did not leave out the moral lessons gathered from this unspeakable historical memoir. It is evidently clear that our differences must exist to ensure a functional society, but the significance of our commonalities are things which must neither be relegated to the background, nor subject to fatal brutalities.

Today a modern "holocaust" exists, "victims of the holocaust" are strangled, but where are the rescuers? Terrorism, economic disparities between the rich and poor, cultural and religious intolerance, political upheavals and intolerance, corruption, and suppressions across the span of our globe are glaring-this is the modern holocaust, but where are the rescuers?

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Opinion

Valentines day doesn't have to be a day for lovers

By Joceleyne Hilary
Contributing Writer

Valentine's Day is just around the corner, as the day of love draws nearer, questions such as, who you're going to be spending it with? , what plans you will be making? are questions that will occupy your mind.

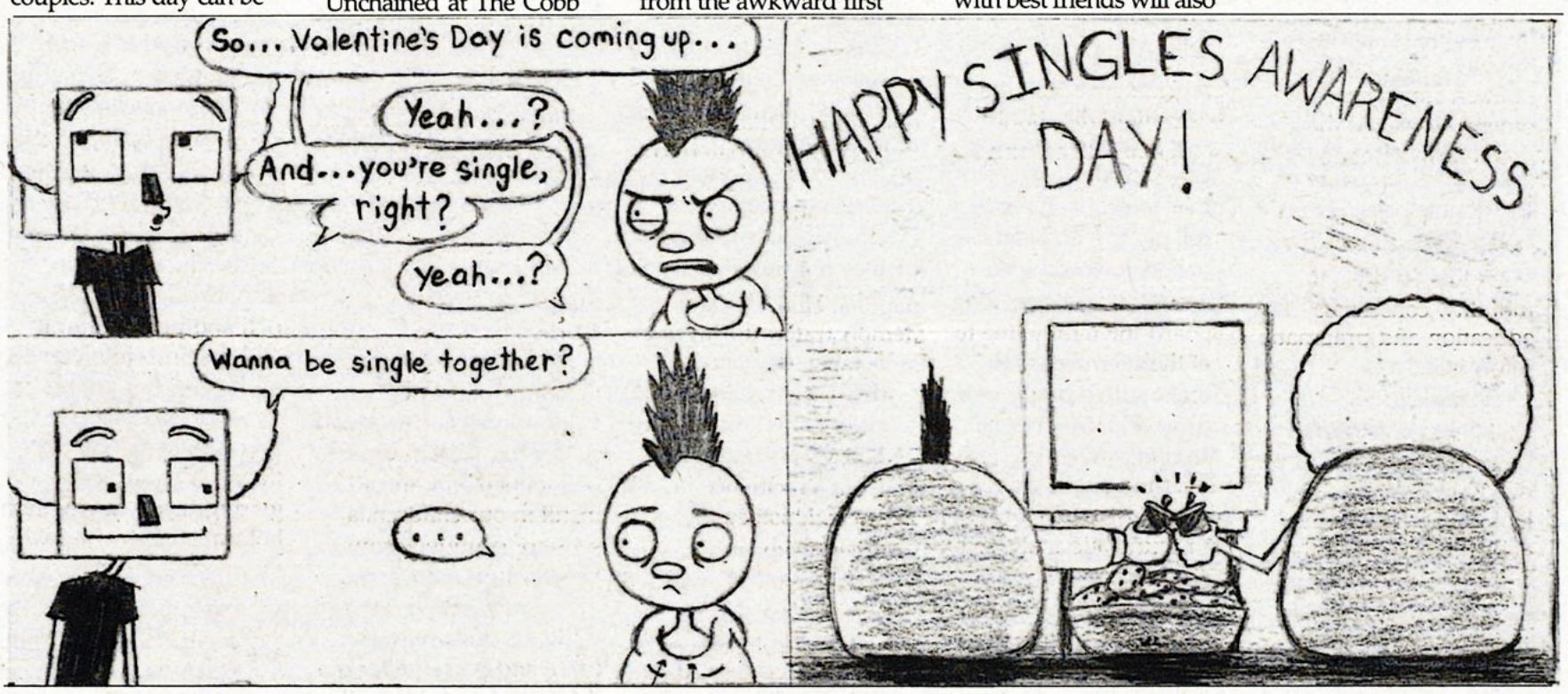
This is without a doubt the day when men stress, and women wonder if they will have anyone to go out with. Everyone thinks it's the day for great loves and first dates, but Valentine's Day does not need to be only celebrated by couples. This day can be shared by not only couples, but also, the single people everywhere.

There are some great things to do around the Saint Leo, Wesley Chapel and local area.

If you have a special someone, whether it be a boyfriend, girlfriend or a crush, here are a few ideas on what you could do. A classic dinner and a movie would be an excellent way to spend time with that person. Guys are in luck; you don't need to bring a girl to see a romantic movie that you will most likely fall asleep in. Bring the girl to a comedy like Identity Theft or an action movie like Django Unchained at The Cobb Theater. This will be something you guys can both enjoy. However, if you want to keep it traditional Safe Haven is the perfect romantic movie based on renowned novelist Nicholas Sparks. Then, after the movie, dinner at Applebees or 900 will be a great way to sit down and talk to your significant other without putting a big hole in your wallet. If you do want to go all out with dinner, Yamato's Japanese or Bonsai sushi would be entertaining you while you watch them make your food in front of you. If this is a first date, the cooking will be good distraction from the awkward first date silences.

If you're a single person, not wanting to sit around watching love movies on television don't fret. There are many things for you to do as well. Go get your best single friend and go out for a nice dinner, and maybe some light shopping. Walking around the Wiregrass Mall will put you in a good mood and get your appetite up for a nice friendly dinner. You can also organize a big group to stay in, rent movies and play games. Red box has some great new releases at a cheap price and everyone can pitch in for pizza. Exchanging small presents with best friends will also keep you in the holiday spirit. You can get a small box of chocolates or some delicious cookies to show them what they mean to you.

So whether you are single or dating, Valentines Day can be fun for everyone. Everyone should be with someone that they love, regardless if they are your best friend or your significant other. This day should be used to get out and have a good time. If you are single do not sit around and think of about it. Enjoy it with your friends and make memories.



How one party may dominate the Presidential election

By Matthew Beil
Contributing Writer

While the nation watched the inauguration of President Obama, a stone's throw away in Virginia, the Republicans, who controlled a majority of the state's House of Representatives, passed a bill that would allow their party an advantage in the next presidential election. The bill would change the electoral districts in the state, creating one majority black district but dispersing the african american vote in other places. This change would also be coupled with a change in how the state would award its Electoral College votes.

This new bill would award Electoral College votes by congressional district, not the winner takes all system already in place in every state except Maine and Nebraska. This bill is not alone in its implementation. Republicans are trying to push for changes in three other key states: Pennsylvania, Wisconsin, and Michigan. The Republicans want these states to change to the system Maine and Nebraska use, which is the congressional districting method. Each congressional district would give their electoral vote to the candidate that won their district. This system, while seeming to be fair, would give the Republicans a very clear advantage in those states. Cities which have a more liberal lean to them more often than not are encompassed by one district. These districts with higher numbers of people are vastly outnumbered by districts with less people; this means that in many swing states where cities bring in the liberal vote, they could only cast on electoral ballot for their chosen candidate. Since many cities hold more population than the rest of the state, it would completely bypass the popular vote.

The system in place in Maine and Nebraska gives two electoral votes to whichever candidate wins the popular vote in the state. The bill in Virginia, however, takes these two electoral votes and instead of awarding those to whoever won the popular vote, gives them to the candidate that won a majority of the congressional districts.

The Virginia Bill, however, is expected to fail meeting opposition from the Republican governor of Virginia and several key Republican senators in the state legislature. This opposition is believed to spell the end for this bill. However, what do students who live in states think about these proposed changes to the Electoral College system?

Cody Jean-Baphste, a junior, stated when asked about the Republican plan to try and rework the way the Electoral College works in his home state of Michigan. He said, "Personally, I would oppose this because I like the current system better as it is much fairer than the proposed new system."

Shawnee Arnett, a sophomore, who lived and has family in the commonwealth of Virginia said, "Gerrymandering, Gerrymandering, Gerrymandering! Democrats and Republicans yelling at each other, get along!"

Even if this change took place before the 2012 election, it would not have made a difference. That, however, is not the point. What Americans need to watch for is any type of voter fraud, suppression, or action that prevents the majority will from coming forth in elections.

Slaves close to home

By Racheljoy Capitola
Copy Editor

Florida is a hot spot for beaches, parks, and apparently slaves.

According to World Relief, 27 million people around the globe are forced into sexual exploitations and labor in order to meet an increasing demand. 20,000 of these victims are transported into the United States every year. Florida ranks third among popular human trafficking states.

During a meeting for the Clearwater/ Tampa bay Area Task Force on Human Trafficking on Feb. 1 at SPC, speakers addressed this issue with an emphasis on prosecution and prevention. The Task Force consists of law enforcement, World Relief, the FBI, the USDHS, and many other programs that work together to help victims and to sentence traffickers. Volunteers are encouraged to get involved.

"Child sex abuse is not the same as a child human trafficking victim," said Tyson Elliott, Human Trafficking Director.

Human trafficking expads beyond abuse. A victim is someone who has their natural rights stripped away. Women forced into prostitution, children made into soldiers, and individuals used for personal servitude all fall under the same category. 80 percent of the enslaved population is women and children. However, in contrast to common belief, few victims are discovered through prostitution. The DDJ learned from 717 accounted victims that most human trafficking discoveries came from assault and battery and petty theft charges.

Because of how important it is to stop human exploitation, communities should know how to identify victims. According to World Relief, warning signs include STDs, scars, bruises, homelessness, unexplained debt, family threats, and lack of control over affairs. Suspected cases should be called into the Task Force hotline (727-562-4917) or local law enforcement for investigation. Rescued victims are taken to a safe place and sometimes even moved to keep them safe.

"It would be more of a circuit to circuit, or region to region thing," said Elliot.

The Task Force has caught and punished human trafficking rings from as far as North Carolina. Although not everyone can be saved, the team does what they can.

"We've had many successes than we had failures," said Bill Williger, ICE of Homeland Security.

The Task Force must work within their regulations since funding is limited. Programs rely on volunteers and interested parties to spread the knowledge. The Community Campaign against Human Trafficking program works beside the Task Force, allowing groups and organizations to take advantage of newsletters, speakers, training courses, and fundraisers.

Four Stranded DNA Discovered in Human Cells

By Jocelyne Hilary
Stephanie Holz
Contributing Writers

60 years after Watson and Crick's discovery of the double helix, science is at it again. Researchers from Cambridge University have stumbled upon a new segment of DNA called a G-Quadruplex.

DNA contains four bases known as Adenine (A), Guanine (G), Cytosine (C), and Thymine (T). These bases pair with each other like puzzle pieces to form the double helix. The double helix provides a blueprint for creating new materials cells use to function adequately.

A double helix of DNA bundles up into a warm, cozy little package called a chromosome located in the nucleus of cells. At each end of the chromosomes lie segments called telomeres which help protect the DNA inside. If you took all the DNA out of a single cell nucleus and laid it end to end, it would span around two meters long.

When a cell is ready to replicate, it must first make sure it has an extra copy of DNA so the second cell can also have the blueprint needed for it to function. This is done in a series of steps called the cell cycle. During a certain part of the cell cycle, known as the S phase, special regions of four stranded, box shaped DNA can be found. These are G-Quadruplexes.

G-Quadruplexes are named after their high Guanine content and four stranded structure. When these structures form by linking a series of Guanine together, they gather around the telomeres of chromosomes, which have been associated with certain cancers. If telomeres are damaged, they may not do as well at protecting DNA. When this happens, DNA can become damaged, therefore creating a higher risk of affecting the blueprint presented by DNA to cells.

A special enzyme called telomerase makes sure that the telomeres on every chromosome remain intact. However, when there are too many telomerases being expressed, cancer can occur. It was found that if an inhibitor was used to block DNA replication, G-Quadruplex levels go down. G-Quadruplexes are abundant during DNA replication, especially in rapidly dividing cells such as those with damage to DNA, which can mean cancerous mutations.

Casie Stronson, a biology major at the University said, "This just goes to show there are no limitations to science, and many new doors will open not only for the researchers involved, but for the student like me who thought we already knew everything there was to know about DNA. There's clearly so much more to learn and to apply old knowledge to."

Kayla Lee, another biology major, said, "Sometimes the importance of nitrogenous bases, particularly Guanine, is overlooked and never understood."

The topic of G-Quadruplexes also appealed to Joseph Zundell. "G-Quadruplexes are more complex than most people understand. DNA isn't just turned on and turned off like a light switch. There are multiple levels of regulation to provide feedback to other areas within the cell. So, a cancer medication that attempts to inhibit telomerase may interact, most likely, with other regulatory proteins (enzymes), or other components. If it weren't this complex, life would cease to exist."

It is the hope of many scientists that a drug can one day be produced to attack G-Quadruplexes in an attempt to halt the process of cell division in cancer cells. This would slow the growth of tumors and suppress malignancy.

Students talk about Ipad usage

By Annie Hayes
Contributing Writers

During the University's first year of giving out iPads to students and faculty, people either find them more efficient than laptops or turn them into toys.

According to Claudia Ruiz, Assistant Director of Instructional Technology, at the beginning of the year, six faculty members from a variety of disciplines were selected to use their faculty issued iPads in the classroom. In the spring term, five more professors started using iPads.

In the fall, the original six faculty members shared their responses to Ruiz. Surprisingly, even though not every student in the classes had an iPad, 67 percent of the faculty members said they used their iPad in every class. The rest in the study said they frequently used it.

The participating professors were also asked what the strengths and weaknesses of the iPads were. The strengths included:

Organization during the lecture

Student interaction

Students could share group work efficiently

The weaknesses included: Not every student had an iPad

Relevant apps sometimes cost money.

John Lax, Professor of Marketing, has been using iPads in his 300 level marketing classes for the whole year.

"From what I have seen, students who use the iPads are doing even better than those who use laptops," said Lax. "The iPads seem to be helping students take better notes and do research quickly and efficiently."

However, only eleven professors are using iPads in their classrooms, which means that most students are not assigned an academic use for their iPads.

Les Lloyd, Chief Information Officer, performed a study in the fall about what students were actually using their iPads for. The study found that 94 percent of the 31 students surveyed used their iPads for checking e-mail and using the SLU-portal. 87 percent used it for browsing the internet.

Photo Courtesy of Wikicommons.com

Freshman Ashley Reynolds said, "I never use

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Facebook profits see downfall

By Jocelyne Hilary
Contributing Writer

Following in the footsteps of Apple's disappointing year in profits, Facebook has announced that they have been witnessing a drop in profits like no other before. The world renowned social networking site has admitted that profits have declined due to the large amounts of money being invested in their development and research departments.

In the last three months of 2011, Facebook saw an impressive profit of $302 million, this figure had been relatively constant from when Facebook had first become a household name and was at its hiatus.

Unfortunately, 2012 had nothing but bleak figures to follow with, with just a profit of $64 million in the last three months. In addition to what is already disappointing news, shares in Facebook have declined drastically by 6% in New York. Shares that were initially launched in May at $38 on the Nasdaq stock exchange, have witnessed a decrease in value by a half of the original value by September.

Fortunately, Wednesday saw a recovery to a value of $31 at the close of trading; however the drop that occurred in trading after-hours strongly indicates that these values will decline again.

In contrast to these figures, the advertising revenue has seen an increase in revenue by 40%. This increase has been significantly affiliated to the advertisements from mobile platforms. The revenue from advertising totaled to $1.2 billion, however tis was already anticipated news according to Facebook analysts.

So, with over a billion users around the world, being a household name, one of the most downloaded mobile app and, a blockbuster movie starring Justin Timberlake. Why is Facebook struggling to hold on in 2013?

This question was taken to students on campus in order to see their views and opinions, as to why this beloved site is failing to keep up with the New Year.

Psychology major, Kirsten Sullivan expressed her shock upon the news about Facebook. "I am actually in shock that Facebook is struggling, I never really considered Facebook as being out of trend. I have been using Facebook every single day since I first created an account and, I have become so dependent of it for communication and entertainment that I couldn't have imagined other people getting bored of it."

Sophomore Biology major, Paige Fowler expressed a very different view. "As the years go on, trends evolve. It felt like yesterday when Bebo, MySpace and MSN were popular and then Facebook had changed the social networking world. I think Facebook has become very boring personally; Twitter and Instagram are much more entertaining and may have become strong contenders for the top spot. I am sad to say but, I think people may be starting to move on from Facebook like people may have anticipated. "

Upon briefly discussing this subject with several other students, it became clear that despite Facebook facing scrutiny, it will always be a part of integral life. Many students shared that Facebook was not just a site where the uploaded and look at pictures, they were dependent on it for communication among fellow students whether it be to arrange study groups or keep up to date with assignments.

Despite Facebook failing to meet expectations in the business world, it seems it future is still looking bright among most students. The majority of students interviewed had expressed that they weren't looking to move on from Facebook in the near future. Despite having Twitter or Instagram accounts, they said those were only additions but not replacements for Facebook. All the interviewed students had the cell phone app for the site and admitted that it was vital for keeping up to date with current events but more importantly to always have an easy means of communication.

The smart way to professionally network

By Jessica Miller
Asst. Layout Editor

Someone is walking along the sidewalk, carrying a large box. A student notices and offers help. This simple favor can establish a long road of outcomes. The student could have been helping a future professor or employer, and has now established a connection ahead of time.

This is networking. Networking is a better term for establishing connections with other people professionally. Andrea Nierenberg is a professional when it comes to guiding people in professional networking for the business world. Nierenberg recommends several tips that will help to establish networks and keep up with them for years to come.

Networking is crucial for the business world. Networking can be broken down into two essential parts: creating networks and keeping them for the future.

When it comes to creating networks with people, one must keep in mind what type of people they want to network with. Places where one can create connections are almost limitless. Nierenberg wants to remind people that networking is not about looking to get something from other people, but by giving something of you, where a person can return the favor. Now this is not like giving a gift, but it is more about giving respect and being a good natured person.

One of the simplest things anyone can do is to simply know a person's name. This includes spelling and pronunciation. When you meet someone, take an extra second to ask how they spell their name and if they can repeat it back to you. They might be a little surprised, but they will be thankful for the time taken to remember.

"24/7 awareness for networking . . . go with a goal . . . do not try to connect with everyone," said Nierenberg.

However, not all networks are created by chance or small favor.

"The opposite of networking is not working"-Andrea Nierenberg.

Sometimes one has to go to meetings or office 'meet and greets' to establish connections. In this situation, one wants to have an introduction pre-planned that lasts about twenty seconds. Nierenberg gives some quick tips for this introduction:

Do not oversell it. Tell the introduction with pride and integrity.

Deliver it with passion.

When you are talking, talk in a happy and excited tone.

Watch the listener for clues about what stuff they are interested in you saying. Also, watch for if the listener's eyes are glazing over objects or is not holding eye contact. If this happens, it is important to change the subject or to excuse yourself by introducing them to someone else or leaving with a question that might indirectly invite an exchange of contact information.

After establishing those important connections, one needs to nurture them, so the relationship can deepen for future benefits. Whether that benefit is through employment or introduction to other people, connections need to be nurtured in order to be beneficial.

"Everything old is new again," said Nierenberg.

The simplest and most traditional means of communication can say a lot about the networking you establish. Some ways to keep up with a contact are:

E-mails for quicker responses.

Send a hand-written card. It stands out, and only needs to be a few lines.

Linkin is a professional website that acts as a social media site for business.

Phone calls work better after one knows the person better.

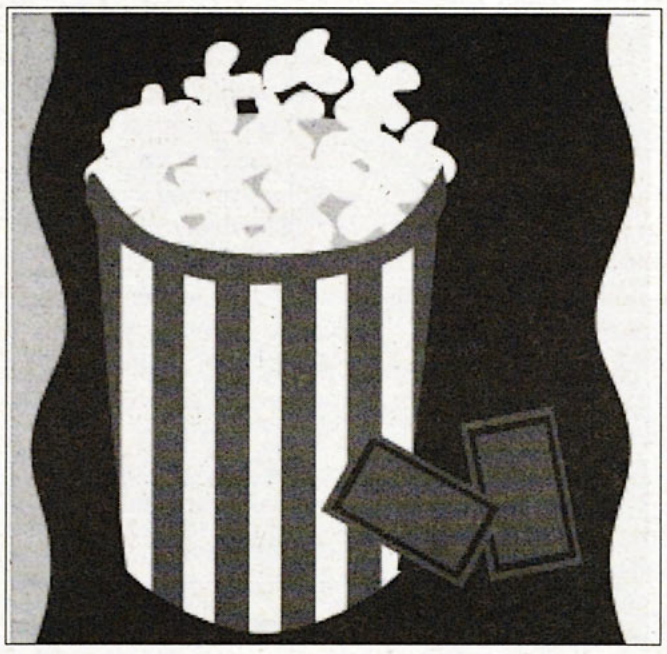
Contact at least once a month, and ask a question that is either a get-to-know-you question or about business. Another option is to send a thank you. Try to send about three to four every week, and as contacts or networks build up, try sending three or four a day.

It only takes a few minutes to say thank you or ask a question. Anyone can do this, whether introverted or extroverted, one can practice and do well with networking. As Nierenberg says, "Be brief, be brilliant, and be gone." However, do not forget to keep up with contacts.

Campus News

Take a break for a movie

By Jocelyne Hilary
Contributing Writer



The weekend is around the corner and if you are looking for a lazy night activity after a long week of working hard in school, a trip to the movies would be a great place start. It is the perfect place to just put up your heels and snack on some popcorn. With 2013 being the year of big time box office releases, here are three movies recommended for viewing in the near future.

The horror movie Mama was a big hit upon its release January 18th. It made it to the top of the charts for a week. The success of this movie was surprising for a horror movie since they are only high contenders during the Halloween period. Starring Jessica Chastain, Mama is about two little girls who where abandoned in the woods for years with no one to take care of them. Miraculously, they survived and were found in a cabin by their uncle. Upon their return to his house and he soon finds out that, they may have had someone that actually took care of them while they were in the woods after all. As this movie introduces you to this mysterious person that does not want to let them go, it will bring chills up your spine and make your hair stand up straight.

Another movie to look forward to, coming out February 8th, is Identity Theft. This is a comedy by the same director who brought you Horrible Bosses, so you can already expect coming out of this movie with a smile permanently planted on your face. This comic movie is about a woman who steals the identity of an average man. The police seem to not want to help him stop this woman, so he takes matters into his own hands. He soon realizes that she is more then he can handle. This movie will have you laughing from the start. If you want an easygoing movie you can just enjoy, this one is perfect.

If you are looking for a more intellectually challenging movie, Side Effects will have you gripped. This psychological thriller stars Jude Law, Channing Tatum and Catherine Zeta Jones. This movie is about a woman who has taken a pill given to her by her physiatrist in order to cope with the wait until her husband's release from jail. She seems to be getting better, before suddenly finding blood everywhere and thinking she has murdered someone. This is a movie that will have you really thinking even after you leave the theaters. The movie will be released on the same day as Identity Theft.

Movies are always a good way to go hang out with some friends without spending too much money. Every kind of person can find some movie that they will enjoy, so a trip to the theater can please anyone.

Jump from pg. 4...

it. It's been turned off since November."

Freshman Kenna Dieffenwierth gets more use out of hers. "I don't have a cell phone, so I use it to text my friends. I also use it for Facebook, YouTube, and games."

Other freshmen interviewed including Carrie Sylvester and Amber Evans said they use their iPad for games, e-mail, and Facebook.

Lloyd said, "IPads will be given out again next year. They are just another device for students to use if they want, and since they are using them, we will keep providing them."

Professor Lax is confident that the iPads will soon become more integrated into University life. "IPads give people what I like to call the anyplace, anywhere, anytime syndrome, and that's what I like about them," said Lax.

"I find that I don't even carry a notepad to meetings anymore, I just bring my iPad. They will soon replace bringing laptops to class. We just have to figure out how."

Sandhill review preview

By Annie Hayes
Contributing Writer

This year's edition of Sandhill Review has just gone to press, and it will be published in April.

The competition to get published in this year's edition of the Sandhill Review was fiercer than ever.

Prof. Gianna Russo, Managing Editor, said, "Out of about the 80 pieces of prose and poetry and over 60 pieces of art submitted, only 43 pieces of prose and poetry and 12 pieces of art got published."

The work was submitted by students, faculty, and staff, along with local writers and artists.

Every year the Sandhill Review has a theme, and this year's theme was "getting lost." The idea came from one of Dr. Crerand's classes of professional writing majors. It ended up being interpreted as getting lost physically, spiritually, and emotionally lost.

According to Russo, as tradition the Review will first be distributed at two "crack the spine" parties. "They're called that because it's the first time we open, or crack the spine, of the book."

The first party will be on April 2 on campus, and the second will be on April 9 at a local restaurant which is still being determined. At both events people who submitted work will publicly read their pieces. Both events are free.

Afterwards, the copies of Sandhill Review can be picked up for free in the English Department, the Cannon Memorial Library, and the Saint Leo University Bookstore.

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Sports

Saint Leo takes on Rollins

Mike Gincel
Contributing Writer

This past weekend, the Saint Leo University Lions took on Sunshine State Conference Rival Rollins College in a tri-sport showdown. Swimming, Men's and Women's Basketball were the three sports and the contests were highly publicized with the Student Government Union sponsoring the Swim Meet with free sunglasses, flip flops and ice cream. At the end of the day, the Rollins Tars were handed four losses as the Lions took them down in each sport with each contest having their own moments of spectacle and wonder

First, the Lions dove into the water at the Marion Bowman Aquatic Complex as the Lions faced the Tars in the morning at 11am. Before the races began, the swimming teams paid respect to their graduating seniors as this was the last home meet of the season. For the women, it was the last home meet for Katie David, Sandra Stopczynska and Sarah Earls. For the men, the two seniors were Michael Cozzi and Carlos Araque. As the races began, it was evident that the Lions were here to win. On the women's side, freshman Erin Bobstein was a standout performer, as she finished her heat in the 100 Yard Backstroke with a time of 1:00:57, nearly five seconds faster than the second place finisher. Senior Sandra Stopczynska also finished her last home meet in style as she finished with a time of 32.14 in the 50 Yard Breaststroke. The team of Bobstein, Stopczynska, Bains and Bouthiller finished in 1st place for their performance in the 200 Yard Medley Relay. At the end of the meet the women defeated the Lady Tars, 153-109.

On the men's side, the individual standouts were Senior Michael Cozzi and Freshmen Matheus Assis, as they both won three events in the individual events. Cozzi won the 1000 Yard Freestyle with a time of 10:04.24, the 50 Yard Breaststroke with a time of 27.80 and the 500 Yard Freestyle with a time of 4:54:12. Assis won his events in the 100 Yard Butterfly, the 100 Yard Freestyle and the 100 Yard IM with times of 51.30, 46.55 and 51.63 respectively. In the team events, the men's team outshone the Tars. The team of Rhet Rheinlander, Araque, Gabe Keown and Alberto-Requejo won 1st in the 200 Yard Medley Relay title, while Alberto-Requejo, Cozzi, Assis, and Rheinlander scored a win in the 200 Yard Freestyle Relay. The men defeated the Tars by a score of 183-72. The swim teams now face the SSC Championships at Nova Southeastern on February 13th.

At 2pm, it was time for the Lady Lions Basketball Team to take on the Rollins Lady Tars. It was an exciting match to see as the Lions shot out to an early lead in the first half, going into the locker room at halftime with the score of 30-17. The Rollins squad did not give up as they went on a late game run to cut the lead to three with only four minutes left in regulation. Teresa Manigrasso made a jumper and the team took that and made the lead back up to nine.

With one last shot, Rollins cut the lead to four with one minute left. But it was too little, too late for Rollins as the Lions won the game 52-48. Four Lions scored in the double digits in this game with Teresa Manigrasso leading the pack with 18 points, Kinnara Lewis not far behind with 17 points, Chelsea Connelly scored 16 points and Keishara Green contributed 11points.This ended a 14 year losing streak to the Rollins Tars and pushes the ladies to 10-8 overall with a record of 5-3 in the conference. As of this release, they are currently in third place overall in the conference.

Coming off four consecutive overtime battles, the Men's team flared up on the court at 4pm against Rollins with a strong start to the Tars as they walked out after the first half with a strong 49-26 lead as what was to be a great conference matchup became quickly lopsided.

Despite a Tars comeback that cut the lead to 14, the Lions went on a fast 21-10 run at the end of the second half for a 79-54 win. Leading the pack for this match was Jerrel Harris, with 26 points, a season high for him. Senior Marcus Ruh was one point behind at 25 points. Ruh made 5 three-pointers in the game and has led the team in three-pointers all season. Trent Thomas also made 10 points in this game, with 9 of those ten coming from three-pointers and 1 from the charity line.

The Lions also held the Rollins Tars to just two of their team to make double digits. The Lions improved to 13-4, and 6-2 overall in conference, good for second place as of this release. They also handed Rollins their first loss in the conference overall, putting them at 7-1 after the game in conference standing.

It was a great weekend to be a Lion as these teams outswam and outshot the Tars in a Saturday full of excitement, fun and true Lion spirit as fans enjoyed the day of events. For more information on these teams and the Saint Leo Lions, check out the athletics site at www.SaintLeoLions.com or check out their Facebook page (Saint Leo Lions) or follow them on the twitter @SaintLeoLions. And as always, Go Lions!

New coach, new attitude, same goal

Corey Saccone
Contributing Writer

This is the first year head coach Sean O'Connor takes his MLB and all three NCAA divisional experiences to Saint Leo University.

With the baseball season officially underway, somewhere around Saint Leo University there are 15 seniors eager to leave with a ring on their finger, a banner in the gymnasium, and everything they have left out on the diamond. If that is not motivating enough, why not take a look at last year's disappointing 22-23 record. Certainly there is room for improvement, and every game counts.

Former head coach Russ McNickle took a job with the San Diego Padres in the offseason, opening the door for Saint Leo Hall of Fame baseball player, Sean O'Connor to take the reins as head coach. As a player's coach, he brings a loose environment, but simply means business. His resume consists of a 129-113-1 overall record. He is accompanied by pitching coach, Keith Strickland, and hitting coach Lee Parks, who returns for his 5th season with the Lions.

"I feel with our talent we have the ability to accomplish whatever we want. We need to be unselfish and become a team in order to get where we want to go. Where we want to go is up. Sitting near bottom of conference is not acceptable," said Coach O'Connor.

Catcher, Daniel Torres and outfielder, Christopher Newcomb are coming off strong offensive and defensive years. Last season Newcomb provided dominance at the plate and on the base paths, leading the team with 8 home runs, 20 walks, and 17 stolen bases. His speed and range in the outfield rarely allows the opponent with an extra base hit.

"I spent a lot of time working out getting stronger, but at the same time worked on line drives to reduce pop outs and allow my batting average and extra base hits to increase," said Newcomb.

Torres provided steady offensive numbers and is an absolute brick wall behind the plate. He allows pitchers the confidence to throw breaking balls in the dirt without worrying about them going all the way to the back stop.

"I am always working on things during practice. I work on foot work still and being quick with my hands even though I'm still warming up. A specific drill would be having someone throw dirt ball pitches to react to and work on blocking," said Torres.

Also on the offensive side keep an eye out for shortstop, Frank Rawdow, and first baseman, Michael Revell. Rawdow provides solid defense up the middle and has some pop in his bat. Simple way to describe him is a hard-nosed, gap to gap hitter. Revell is a senior so look for him to explode offensively. He bats in the middle of the lineup and can put up big numbers if he stays consistent.

Pitching wise, Saint Leo has a lot depth. Rick Teasley led the Lions in ERA (earned run average) and Charles Neely was at the top of the win column with 6. Brent Krauss is a new addition to this year's team and will take the third spot in the rotation. Tyrone Miller and Michael Dunnigan will rack up innings during the week and out of the bullpen Matthew Hewitt, Adam Albers, and Brandon Mumaw will add insurance. Ryan Sadler is currently injured, but when he returns he will take his 93 mph fastball to the mound for the big conference match ups.

Overall the Lions have much to make up for from last season. With the new attitude throughout the team, it seems quite possible that they can make it far after the regular season.

Sports

Preparation wasn't enough

Meghan Donovan
Contributing Writer

Sport Business students from Saint Leo were able to return to school before the black-out hit New Orleans during Super Bowl XLVII.

Last week, a select group of students from the sport business program got the opportunity to travel to New Orleans to see some of the behind-the-scenes preparation for the Super Bowl. On Tuesday morning, six students and Dr. Williamson left Saint Leo and drove seven hours to Louisiana. Upon arrival, the group picked up their credentials and toured New Orleans briefly before their week of work began.

Tuesday night, they attended the live CBS Sports Show. Wednesday the group worked with the NFL Experience. The group learned, first-hand, the kinds of activities the NFL Experience puts on at an event such as a Super Bowl. They saw activities not only for kids, but for adults as well.

After learning about and watching some of the activities available to fans, the group was able to attend an autograph signing. Former NFL players, including some from the Hall of Fame, were able to sign autographs for all in attendance.

After their busy day on Wednesday, the group got to see the Vince Lombardi Trophy before enjoying some time off in downtown New Orleans on Thursday.

To finish out the week, a Saint Leo alumnus, Mike Stanfield, met with the students. This graduate from Saint Leo is now the Vice-President of Ticket and Suite Sales for the New Orleans Saints. With 13 years of work with the club, he was able to talk to the students about the career he has built since graduating from Saint Leo.

The group travelled home before the Super Bowl because of an organization flaw at the game. Thousands of credentials were lost, and volunteers could not keep up with the amount of help being demanded to re-organize all that needed to be done.

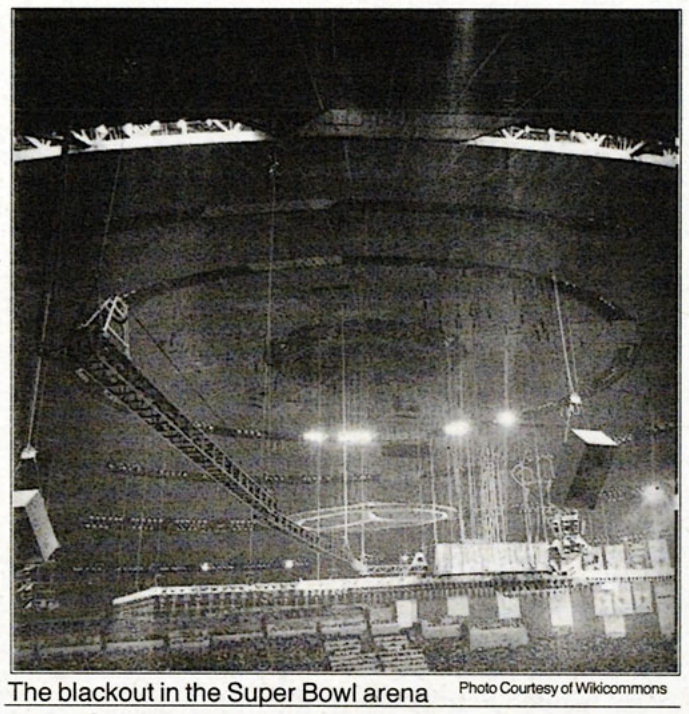
This lack of organization was the beginning to a long day in New Orleans—especially for San Francisco 49ers fans.

Opening up for the game, the Sandy Hook Elementary School Chorus sang along-side Alicia Keys as the teams prepared for the biggest game of the year. Shortly thereafter, the game began and it wasn't long before Baltimore began to dominate in New Orleans. Anquan Boldin scored the game's first touchdown and Baltimore stayed on top for the rest of the game.

At halftime, Beyoncé took the stage as fans filled up the stadium to watch the halftime performance that reminded college-aged students what it was like growing up listening to Destiny's Child.

As the concert winded down, the game was about to start up once again. Baltimore was up 21-6 and San Francisco fans began craving a momentum change. Little did they know, their wish was soon to be granted.

Just minutes into the second half, a power surge knocked out every light in the stadium. As the darkness fell on the stadium, the players attempted to keep their focus until it was time to play again. Over thirty minutes passed and the players still hadn't taken the field to continue the game. The players continued to stretch in attempts to stay warm and stay focused for the rest of the game.



The blackout in the Super Bowl arena Photo Courtesy of Wikicommons

About 45 minutes went by before the stadium obtained enough power to get the game going again and San Francisco realized just how much of a momentum change they could create here. Now, 22 points down, Colin Kaepernick found Michael Crabtree in the end zone for a much-needed touchdown. This second-half team used this to shift the energy in the stadium to favor them: they began the long crawl out of the hole they created in the first half.

Although they continued scoring, it just wasn't enough. They were able to more than quadruple their score from before the black-out but Baltimore's team would not give up the Super Bowl victory that was at their fingertips.

Despite the black-out and momentum shift in the second half, San Francisco's rookie quarterback could not pull out a win for the team. Baltimore held on to win 34-31, and defensive lineman, and super-star hype man Ray Lewis said his final goodbye to the NFL. He did so with one of his infamous dance moves and a confetti angel on the field as his team celebrated the win.

Looking into men's lacrosse

Corey Saccone
Contributing Writer

Lions add young talent to their veteran core and look to improve their .500 record from last season.

Combining offense and defense can lead to a team being successful top to bottom. This year the Lions have both. The depth on the roster is as good as ever in school history. Now they just have to execute.

Entering his 8th season as head coach of the Lions is Coach Brad Jorgensen. He was hired as the first ever coach in the programs history and stands with a 54-46 overall record.

The leadership starts with this year's captains: Senior, Beau Besancenez, and juniors Robert Hutchinson and Matt Obermeyer.

"We recognize that was have a lot of potential and have a great chance of doing big things this year. Captains and coach stress that every day is a chance get better and we have to take full advantage of the opportunity every time we step on the field," said Besancenez.

This season will be filled with excessive offensive talent. Keep an eye out for Obermeyer, who led the team with 38 goals last season and senior, George Proechel who dominated with 52 points. The offense as a whole will be dynamic and tough to stop. A steady group of Tom Horn, Rob Van Bomel, Connor McBride, Chris Caiazza, Ray Ferrara, and Robert Hutchinson will help provide offense as well.

"This year's depth is unlike anything we've had in the past years and it really takes a lot of the burden off when we have three lines of midfield that can score. In order to improve my game I'll be looking to feed the ball more and become a dual threat. Offensively I plan on doing the same thing as last year except broadening my scoring ability to not only dodging to score, but also looking to make the extra pass to get my teammates involved," said Obermeyer.

Looking to add even more energy are the newcomers for the Lions. Starting in goal is High School All American Dave Moore, brother of junior defenseman, Doug Moore. Matt.Weller and Dylan Yonts also received All American nods in high school. Transferring over to the Lions is sophomore Miles Britton, who led the Lenoir Rhyne Bears with 47 points last season.

"The depth of the team especially on the offensive side will allow our top offensive returners to teach the young dynamic freshman and give them the confidence to step in the roles to make the offense a duel threat from up top and behind," said Van Bomel.

Defensively the Lions are going to be tough to get past. Sophomores Sean Connolly and Paul Aramanda stand strong by the goal and freshman Andrew Rohle has the potential to follow in their foot-steps. Look for Besancenez to stand out defensively as well.

The depth on this team allows for Coach Jorgensen to be flexible and use different strategies on both sides of the field. Chances are many goals will be scored and the defense will stand tall against the opponents. This team needs to continue putting forth effort and working hard; if they do this, it is possible that they may walk away with the championship.